

# **ACADEMY OF COMMERCE REVIEW**



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*By:*

**Dr. Vinitha A.S.**

**Anu A.N.**

**Vidya K.**



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## **Message from the Principal**



***"Knowledge is always the light of  
happiness"***

***Dr. Jayan Erancheri Ilam***





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## Foreword



**Prof. (Dr.) B. Johnson**

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Education aims to empower the mankind through knowledge acquisition and sharing. Due to rapid technological advancement the world is getting changed within no time. The fruits and benefits of these changes make life more easy, happy and comfortable. The Covid pandemic situation paved easy for the widespread use of technology among the people of different walks of life across the world. Innovations are taking place in production, financing, marketing, human resources, operations, logistics, warehousing, tourism etc. The knowledge, hypotheses and theories have to be shared and made available to the stakeholders of the society through different platforms. Research enriches the teaching and learning process while contributing to the body of knowledge. Organising seminars, conferences, workshops, panel discussions etc. are some of the initiatives in this direction. Publishing research articles through journals and magazines you have online and

*(viii)*

offline create platforms for the stakeholders of education like students, teachers, researchers and other academicians to understand, discuss, share, internalize and implement innovations taking place in the field of education.

The journal entitled “**Academy of Commerce Review**” is a noble attempt in this direction by the V.T. Bhattathiripad College, Sreekrishnapuram under the initiative of the P.G. Department of Commerce and Management Studies. It contains reviews and research papers related to different areas of Commerce and Management. The original articles and review papers contained therein are sure to take the readers forward in their quest for excellence in the field of academic research. I wish the College in general and the Department of Commerce and Management in particular and all success in this endeavour and hope they will continue the journey further on the path to create a benchmark for the coming generations as it will be highly useful to create, develop and sharpen the research mindset of the readers.

Sd

**Prof. B. Johnson**

## **Preface**

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Research is the important part for the academic development of faculty members and students of the college. We are publishing this journal from June 2015. Our research journal has separate expert committee and advisory committee which look after the plagiarism of papers. The selected papers are published in the research journal. We also promote other institutions' faculty to publish the papers in our research journal "Academy of Commerce Review". Our teachers are encouraging the students to take up research projects and involve students too.

The objective of the journal is to provide a platform to faculty, research scholars and practitioners of management discipline to highlight new knowledge, innovation, and technology usage in the commerce and management field. These papers are not meant to be the final word but rather a step towards classification and to stimulate the debate and helps you to do your further researches and thinking on the subject.

We would like to convey our appreciation to all the contributors including the authors of the chapters in this book. We would like to express special thanks to our HOD, Ms. Bindu T. for her continuous support and great effort to bringing the book into fruition. We also express our sincere gratitude to Dr. E.Jayan—our Principal, Dr. Saritha Namboodiri—IQAC Coordinator, all colleagues and staff of our college.

**Dr. Vinitha A.S.**

**Ms. Vidya K.**

**Ms. Anu A.N.**

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## **Brand Loyalty of Tooth Paste Among Consumers in Palakkad District**

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### **ABSTRACT**

*Some of the most popular brands of consumer products have been popular for decades, providing convincing evidence for the strength of brand loyalty. Brand loyalty is a consistent preference for one brand over all others. Loyal customers are most profitable customers. Loyal customer has an emotional engagement with organization and product. Loyalty is the result of a unique customer experience that goes beyond satisfaction. The size of tooth paste market is wide because it is an essential consumer good for a human being. Various studies have been carried out in order to understand customer's loyalty towards a particular brand. In the earlier studies the researchers mainly focused on the repurchase behavior to measure the loyalty towards a*

*particular brand. Many alternative approaches have been developed in recent times to measure the brand loyalty. Now all the marketers concentrates more on achieving behavioral loyalty but establishing attitudinal loyalty to ensure a long term relationship with customers. The present study aims to investigate brand loyalty of tooth paste among consumers in Palakkad district in Palakkad district. A total of 70 questionnaires have been randomly distributed to consumers. Using descriptive statistics method, chi square test and correlation method the data collected is analyzed.*

**Key words:** *consumer, consumer products, brand loyalty, behavioral loyalty.*

### **Introduction**

Each firm wants to identify its products and distinguish them from their competitors' in the market. A firm does it by means of branding. A product will gain its image and consumer loyalty through its brand. A brand lives in the minds of consumers. A brand is a living memory of a product and it incorporates the logo, symbols and design as well as the name. A brand brings consumers and marketers closer and is the basis for strong consumer relationship. Some of the most popular brands of consumer products have been popular for decades, providing convincing evidence for the strength of brand loyalty. Brand loyalty is a consistent preference for one brand over all others. It is the strong attachment of a buyer towards a particular brand and they will not buy any other substitutes if the brand is available. The three levels of brand loyalty are brand recognition, brand preference and brand insistence. Brand recognition means that people are familiar with the product and they are likely to buy it because they recognize it. Brand preference means people adopt the product—they

habitually buy if it is available. Brand insistence is the stage at which people will not accept any substitutes. Brand loyalty offers a number of advantages to the marketer. Brand loyalty is the repeat purchase made by the consumer out of commitment to the brand. Brand loyal customers start building a relationship with the brand. They may become advocates of the brand by their positive word of mouth. Brand loyal customers may become passionate about the brand and form clubs which results in further strengthening of the brand.

Loyal customers are more profitable customers. They contribute value to the firms. They are willing to pay a premium for the company's products. By focusing on delighting profitable customers, companies can turn them into loyal ones and eventually into advocates who attract others. The marketing costs of reaching loyal customers are much lower. This is because the firm does not have to spend money on advertising or promotion. A high level of brand loyalty protects the firm from competition. This is because brand loyal customers do not switch to competitors brands even when provided with a variety of incentives. Loyalty is not the same as satisfaction. A satisfied customer keeps coming again and again and buys from the company until he discovers a better offering. A loyal customer also has an emotional engagement with the organisation and the product. The loyalty is the result of a unique customer experience that goes beyond satisfaction.

### **Literature Review**

Ram Kulkarni and Dilip Belgaonkar (2012), in their article "Purchase Behavioral Trends and Brand Loyalty of Indian Youth with Special Reference to Nasik City", found that 72% youth using Colgate brand of tooth paste, 14% uses Pepsodent, 8% uses close-up, only 6% is the market share in youth consumer for other brands. Even though close-up is advertised as a youth brand is not popular in Indian



youth with special reference to Nasik city. They also found that Youths are giving top priority to quality factor of the Brand. Indian youth purchase behavior is more favorable for trusted brands and the brands having consistency in their quality.

Amber. Virani (2013) in her article “Consumer personality trait, brand persona and brand loyalty: a pragmatic study of Colgate toothpaste buyer”, the major findings suggest that there is a significant positive relationship between conscientiousness personality traits on excitement brand personality. On the other positive significant influence of personality trait extroversion, neuroticism and openness on brand personality excitement. In addition excitement and sophistication brand personality traits have a significant positive influence on both affective and action loyalty and conscientiousness, extroversion, neuroticism and openness personality traits have a significant positive influence on both action and affective loyalty. It is suggested that brand personalities of the users of Colgate toothpaste in Karachi are excitement and sophistication.

Akabogu, Okey Christopher (2013), in their paper, “Application of the Brand-Choice Sequences Theory to measure Brand Loyalty to Toothpaste Brands in Nigeria”, the results from the study indicated that, generally, there is no significant undivided brand loyalty among the regular toothpaste consumers. There are significant variations in brand loyalties across the brands of toothpaste studied, but the brand loyalties are between unstable to, at best, divided. Across the socioeconomic and demographic segments, the study did not find any significant variations in brand loyalties to the toothpaste brands.

### **Objectives of the Study**

- To identify the brand loyalty of tooth paste among consumers in Palakkad district.

- To find out the significant differences between the brand used in tooth paste of male and female consumers.
- To find out the significant differences between monthly income of family and brand used in tooth paste.

**Scope of the Study**

The scope of this study is very precious. In the point of view of marketer, create a brand loyalty is a tedious job. Tooth pastes are essential consumer goods in every one's life. All human beings are daily used tooth paste for brushing their teeth. Toothpaste helps keep your teeth clean and healthy, gives you nice breath prevents against plaque, cavities, gum diseases & keep teeth white. Some people used to suffer from excess fluoride content in toothpastes for them sensodyne, sensoform are recommended. So this study has a wide scope in the current scenario.

**Research Methodology*****Research Design***

The main objective of this study is to identify the brand loyalty of tooth paste among consumers in Palakkad district. Descriptive research is being adopted to find out the brand loyalty of tooth paste among consumers.

***Area of Study***

The survey is conducted among all class of customers who are the regular purchasers of tooth paste brands in Palakkad district.

***Research Approach***

Primary data was collected through survey method. All the respondents are asked to fill in the questionnaire by themselves. The questionnaire is in a structured format which is clear and simple to the respondents.

### ***Sample Size***

Sample size taken in this study is 70.

### ***Period of study***

The study was conducted during the period August 2014 – October 2014.

### ***Sampling Technique***

As all the possible items are considered for research, the sampling method adopted is convenient sampling.

### ***Data usage***

Primary data is used for analysis and interpretation. However for introduction, conclusion and other recommendations both primary as well as secondary data was used. The data collected from the respondents were analyzed by applying various statistical tools like percentage analysis and chi square test.

### ***Analysis and Interpretation***

#### ***Interpretation***

From the above table it is clear that 56% of respondents are male and 44% of the respondents are female. In age wise classification, 39% of respondents belong to the age group of 21-40. Among the total respondents, 33% respondents are graduates. Among the total respondents, 31% of the respondents are employed. Among the total respondents, 34% respondents are in the income level of 10001-20000. Only 10% of the respondents have more than 7 members in their family. From the above table it is clear that all the customers almost all the respondents have strong loyalty to their brands.

Particulars	Classification (2)	Brand used – Tooth paste								Total (9)
		Colgate	Close up	Pepso-dent	Dabur	Others	Total			
		No. (3)	No. (4)	No. (5)	No. (6)	No. (7)	No. (8)	% (9)		
Age	Less than 20	6	4	3	1	2	16	23		
	21 - 40	11	6	8	1	1	27	39		
	41 - 60	9	3	5	2	2	21	30		
	Above 60	2	-	-	-	4	6	8		
	<b>Total</b>	<b>28</b>	<b>13</b>	<b>16</b>	<b>4</b>	<b>9</b>	<b>70</b>	<b>100</b>		
Gender	Male	15	8	11	2	3	39	56		
	Female	13	5	5	2	6	31	44		
	<b>Total</b>	<b>28</b>	<b>13</b>	<b>16</b>	<b>4</b>	<b>9</b>	<b>70</b>	<b>100</b>		
Educational Qualification	Secondary	9	2	5	-	3	19	27		
	Graduation	11	6	4	1	1	23	33		
	Post Graduation	5	3	3	1	3	15	21		
	Professional	3	2	4	2	2	13	19		
	<b>Total</b>	<b>28</b>	<b>13</b>	<b>16</b>	<b>4</b>	<b>9</b>	<b>70</b>	<b>100</b>		
Occupational Status	Student	6	4	5	-	3	18	26		
	Employed	11	7	8	2	3	31	44		

(Contd...)

(Contd...)

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Business man	5	1	2	1	-	9	12
	Professional	3	1	-	-	1	5	8
	Others	3	-	1	1	2	7	10
	<b>Total</b>	<b>28</b>	<b>13</b>	<b>16</b>	<b>4</b>	<b>9</b>	<b>70</b>	<b>100</b>
Average Monthly Income	Less than 10000	5	3	4	-	3	15	21
	10001 - 20000	9	6	7	1	1	24	34
	20001 - 30000	11	2	2	2	3	20	29
	Above 30000	3	2	3	1	2	11	16
	<b>Total</b>	<b>28</b>	<b>13</b>	<b>16</b>	<b>4</b>	<b>9</b>	<b>70</b>	<b>100</b>
Number of the family Members	Less than 3	7	4	5	-	3	19	27
	3-5	15	6	8	2	1	32	46
	5-7	4	3	2	1	2	12	17
	More than 7	2	-	1	1	3	7	10
	<b>Total</b>	<b>28</b>	<b>13</b>	<b>16</b>	<b>4</b>	<b>9</b>	<b>70</b>	<b>100</b>

Source: Primary Data

**Proportion of branded goods to unbranded goods**

<i>Proportion</i>	<i>No. of Respondents</i>	<i>Percentage of Respondents</i>
20:80	14	20
50:50	20	29
60:40	36	51
<b>Total</b>	<b>70</b>	<b>100</b>

*Source: Primary Data*

**Interpretation**

From the above table it is clear that more than average respondents are used branded goods. They have aware about the branded goods.

**Customers Experimentation with other brands**

<i>Experimentation</i>	<i>No. of Respondents</i>	<i>Percentage of Respondents</i>
Yes	24	34
No	29	42
Sometimes	17	24
<b>Total</b>	<b>70</b>	<b>100</b>

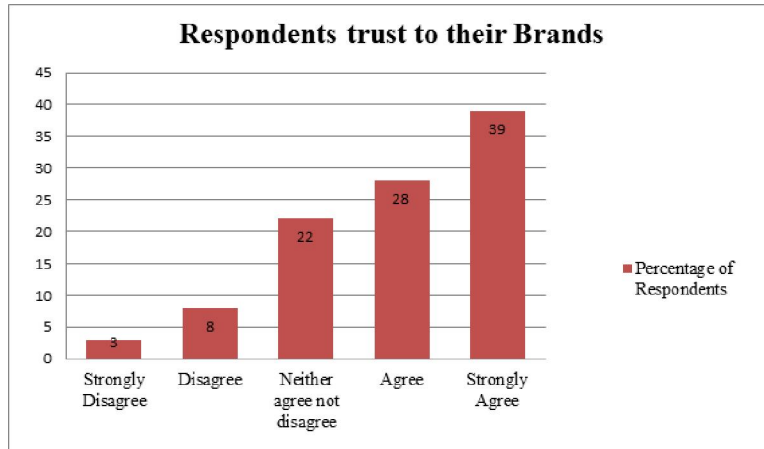
*Source: Primary Data*

**Interpretation**

From the above table it is clear that the respondents more number of customers do not switch to other brands.

From the above it is clear that 39 % of respondents strongly agree that they trust with the brands they have used.





**Respondents trust to their brands**

**Testing of Hypotheses**

**1. Chi-square test between gender of respondent and tooth paste brand used**

	<i>Gender Brand used—Tooth paste</i>					<i>Total</i>
	<i>Colgate</i>	<i>Close up</i>	<i>Pepso-dent</i>	<i>Dabur</i>	<i>Others</i>	
Male	15	9	11	2	3	40
Female	13	4	5	2	6	30
<b>Total</b>	<b>28</b>	<b>13</b>	<b>16</b>	<b>4</b>	<b>9</b>	<b>70</b>

Source: Primary Data

H<sub>0</sub>: There is no significant difference between tooth paste brands used by male and female customers.

Degree of freedom	:	4
Level of Significance	:	5%
Table value at 5% level of significance	:	9.488
Calculated value	:	1.86

### **Interpretation**

The calculated value of Chi-square is less than table value. Hence Null hypothesis is accepted. This means that there is no significant difference between the tooth paste brands used by male and female customers.

### **2. Chi- square test between average monthly income of the respondent and tooth paste brand used.**

Average Monthly Income	Brand used – Tooth paste					Total
	Colgate	Close up	Pepso- dent	Dabur	Others	
Less than 10000	5	3	4	-	3	15
10001-20000	9	6	7	1	1	24
20001-30000	11	2	2	2	3	20
Above 30000	3	2	3	1	2	11
<b>Total</b>	<b>28</b>	<b>13</b>	<b>16</b>	<b>4</b>	<b>9</b>	<b>70</b>

Source: Primary Data

$H_0$ : There is no significant difference between income level of the respondents and tooth paste brands used by customers.

Degree of freedom	:	12
Level of Significance	:	5%
Table value at 5% level of significance	:	21.026
Calculated value	:	5.26

### **Interpretation**

The calculated value of Chi-square is less than table value. Hence Null hypothesis is accepted. This means that there is no significant difference between income level of the respondents and tooth paste brands used by customers.

### **Findings**

- Almost all customers of palakkad district have strong brand loyalty to tooth paste brands.

- There is no significant difference between the tooth paste brands used by male and female customers.
- There is no significant difference between income level of the respondents and tooth paste brands used by customers.
- Among the total respondents, 40% respondents use Colgate brands.
- Out of the total respondents, 56% of respondents are male customers.
- Among the total respondents, only 10% of respondents have more than 7 members in their family.

### **Conclusion**

Brand loyalty is the result of consumer behavior and it is affected by their preferences. Loyal customers will purchase products from their preferred brands regardless of price or convenience. Marketers will often use different marketing strategies to cultivate the loyal customers. Every individual has been used tooth paste for keeping their teeth clean and beautiful. Different brands of tooth paste are available in the market. But the consumers have strong brand loyalty towards their tooth paste brands.

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